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## “The Impact of Atma Nirbhar Bharat Abhiyaan on Women's Empowerment”

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### **Abstract:-**

*This paper will critically explore the Atma nirbhar Bharat Abhiyan's role in empowering women. The Atma nirbhar Bharat Abhiyaan aims to achieve economic independence for India in terms of manufacturing, employment, and labor force. Women's economic independence is critical to the nation's progress. Women have played important roles in the development of Indian society and the country as a whole. Several projects have been implemented under the Atma nirbhar Bharat Abhiyaan to improve women's socioeconomic, cultural, and political position. It has resulted in the preservation of human rights and the political empowerment of women in constituencies. Women have become increasingly interested in politics, and their voting habits have shifted dramatically. Women have controlled political progress, culture, socialisation, and modernity. This study evaluates the effects of Atmanirbhar Bharat Abhiyaan on Prime Minister Narendra Modi's parliamentary district, with a focus on women's empowerment. Several Atmanirbhar Bharat projects, such as "Ek Stall Ek Mahila Ke Naam," "Samarth Training Abhiyan," and "Kabad Se Jugad," have had a substantial impact on women's empowerment in the constituency. It has considerably boosted women's economic empowerment and standard of living. It will clarify the patterns and most recent dynamics of Atmanirbhar Bharat Abhiyaan's impact on women's empowerment in this environment.*

**Keywords:** Atmanirbhar Bharat, women empowerment, self-reliance.

## Introduction

The global economic impact of the coronavirus outbreak prompted the bold Atmanirbhar Bharat campaign. The main goal of this Abhiyaan is to become self-sufficient and a supplier for the entire planet. Following an economic crisis in 1991, India implemented policies of liberalisation, privatisation, and globalisation. Similarly, on May 12, 2020, Prime Minister Modi unveiled this self-reliance economic plan, which bears similarities to the Swadeshi movement of 1905, which was controlled by the British.

The announced proposal will benefit cottage industry MSMEs, labor, and farmers. Prior to the COVID-19 epidemic, no Personal Protection Equipment (PPE) kits were produced; nevertheless, India now produces 2 lakh PPE kits each day. Several developed nations have undertaken protectionist measures. Adopting protectionist policies is challenging for emerging economies. India has proved the ability to achieve independence. To become a global supplier, the government targeted twelve industries: textiles, vehicles, food processing, iron, organic farming, furniture, industrial machinery, agrochemicals, aluminum, copper, electronics, masks, ventilators, and sanitizers.

When the Atmanirbhar Bharat Abhiyan originally began, it was based on five pillars. The Prime Minister emphasized the significance of these five pillars, claiming that India's economy must be designed for quantum growth rather than incremental progress. To attract as much foreign investment as possible, India must create a robust infrastructure.

Technology has evolved into a critical component of all systems. India requires a system that is built on technology rather than archaic norms in order to meet the goals of the twentyfirst century. Demography is at the heart of any country. India is the world's largest democracy, and its thriving population is the country's principal source of independence. Because the population is divided in half, more women will participate in sports. The viability of a country's market is determined by demand. India has the world's second-largest population, providing a significant market; hence, our economy's supply and demand cycle, or electricity, requires.

In addition to these objectives, Mr. Prime Minister Narendra Modi emphasized four critical "L"s for an independent India. Self-reliance does not require an egotistical or protectionist mindset<sup>1</sup>. It simply implies being a worldwide supplier rather than a global consumer nation. Every market relies on demand and supply channels to function. This marketing offers the notion that it addresses home requirements while also assisting India's entry into the global export market. Each individual must be self-sufficient, therefore -

The research goals are as follows:

- i. To assess the effects of Atmanirbhar Bharat Abhiyaan in the context of women.
- ii. It investigates the impact of policies issued by the Atmanirbhar Bharat Abhiyaan.
- iii. Investigate the relationship between self-reliance campaigns and women's empowerment; and iv. Determine how the Atmanirbhar Bharat Campaign has influenced a woman's political participation.

### **Methodology**

As we all know this research universe matches to Prime Minister Modi's constituency, all studies focus on women, allowing for easy extrapolation. The data analysis will be based on primary and secondary sources, including books mentioned in the bibliography, articles, journals, local newspapers, and central government websites.

Human dignity, equality, and social justice are the foundations of "Atmanirbhar Bharat." The three ideas are inextricably intertwined and interdependent. The emphasis is on cooperation rather than competition. It prioritises community over obstinate individualism. Since then, many more scholars have voiced their interest. Anthropology, demography, history, sociology, economy, politics, development, and culture are some of the topics covered. Human civilization is fundamentally influenced by the struggle for survival or a better existence.

When the Prime Minister proclaimed that Aatmanirbhar Bharat (Self-Reliant India) was required, steps were taken to implement it. I wonder if this is possible without women's empowerment. Women-led development will pave the way for Bharat's independence. We must not lose sight of the fact that women account for 50% of our population. Resilience, ardor, and devotion to one's family, society, and nation are displayed at various times for various sections, including the fight to preserve women's dignity, the freedom struggle, uplifting education, economic empowerment, sports, medicine, science, and technology, research and development, rural and urban area development, environmental management, the spiritual development of individuals and society, administration and civil services, and liberal arts and literature. Various examples clearly illustrate that women perform incredibly well in any area when given equal weight and position, or when they want to build something necessary for societal growth.

### **What is a woman's empowerment?**

The phrase "empowerment" has caused controversy. The meaning changes depending on the circumstances and concerns at hand. "Empowerment" is commonly used to denote women's advancement in all fields. Women's empowerment is defined as

encouraging women to be autonomous and make their own decisions in order to contribute to societal progress. The country's progress is aided by an empowered society and women. Women's empowerment is a critical need in the country right now.

### **India's Empowerment of women**

In India, the Preamble, core Rights, Fundamental Duties, and Directive ideas of the Indian Constitution all incorporate core ideas of gender equality. The Constitution also requires the state to engage in positive discrimination to empower women. Women's empowerment was a major component of the fifth five-year plan<sup>1,5</sup>. In order to protect women's rights, the National Commission for Women was established by parliamentary act in 1990. The 73rd and 74th Constitutional Amendments prohibited women's political engagement in municipal government.

2001 was chosen as the Year of Women's Emancipation. The government developed various institutions to empower women, issued legislation, and launched a variety of projects and campaigns. Despite this, women are presently underrepresented in all fields. With a position of 140 out of 156 countries, India's women's status is obvious. Their education on women's economic participation has been acknowledged. The ratio of opportunity to gender discrimination has increased to 32.6%. According to this report, the proportion of women in the work force has fallen from 24.8 to 22.3 percent. The proportion of women in the professional and technology industries has dropped to 29.2%. In India, women earn only about 20% of what men do.

### **Atmanirbhar Bharat and Women Empowerment**

A country's working population has an impact on its economic growth. Both male and female workers participate in temporary and productive work<sup>8</sup>. This assertion states that no country can advance without the participation of the female half of the world population. 48.45% of our population is female. has a population of 36,76,841. Gulbarga has 17,54,984 women. Only half of the population is female. Gulbarga has a literacy rate of 75.60%, with women's literacy rate at 66.69%. In Gulbarga, 47.73% of women work, with 33.20% participating in the labor force.

Women can achieve greater independence, but they must engage in the economy and earn a fair wage. Training is essential for skillful envelopement as well as financial support. Atmanirbhar, via a variety of programs, is a key step in empowering women to achieve financial and professional independence. The Atmanirbhar Bharat Abhiyaan initiative encourages financial independence by developing one's talents. Financial dependence is the primary reason why women rely on men in all aspects of their lives. Women become empowered when they learn to rely on themselves. However, the Atmanirbhar Bharat Abhiyaan provided women a great start.



**Widow Pension Scheme:** -Although there is now a widow pension scheme, the Uttar Pradesh government has decided to introduce a new widow pension. The government assists widows who have lost their husbands. The Covid outbreak costs 6000 rupees every year. This programme assists 10,000 women, significantly improving a widow's ability to support herself. The victim of triple talaq also receives a government pension.

**Mission Shakti:** - Mission Shakti's purpose is to empower women and teach them to appreciate themselves. Instilling self-assurance in women is done for their safety; however, the National Rural Livelihoods Mission (NRLM) seeks to enable women to be self-sufficient.

**Mukhya Mantri Kanya Sumangal Scheme:** Other programs are being developed to empower women, but the Mukhya Mantri Kanya Sumangala Yojana is particularly successful. It focuses on educating daughters to help them become self-sufficient and healthy. This programme promotes the future education of girls from economically challenged families. The government has allocated 15000 rupees for the daughter's health and education. Thus, this program satisfies the critical need for female empowerment. It is critical to guaranteeing women's financial inclusion.

**Atmanirbhar Bharat Rojgar Yojna:** This program was launched in November 2020 to help people find work amid the COVID-19 epidemic. This initiative provides provident fund subsidies to EPFO-registered businesses who hire new employees. The government will provide 12% of the base pay for two years. It is aimed at employees forced to quit the organization between March 1 and September 30, 2020. More than 50 lacks employees have already benefited from this programme. This campaign enables female employees afflicted by the COVID-19 epidemic, who are also beneficiaries.

**Ek Stall Ek Mahila Ke Naam:** Women are increasingly represented in self-sufficient outdoor professions in cities, such as street food and tea stalls, vegetable stands, fruit and juice stands, and vegetable stands. Although the Ek Stall Ek Mahila Ke Naam campaign is extremely beneficial in rural regions, women continue to care for their family while wearing the veil. The "Ek Stall Ek Mahila Ke Naam" campaign promotes rural women's independence. It began in **Wood toy craft:** The "Local for Vocal" initiative launched by Prime Minister Narendra Modi has helped to expand Varanasi's woodworking sector. Historically, men dominated woodworking. The Samarth Training Campaign is now teaching wood art to women in both urban and rural areas. These women earn 15,000 to 25,000 rupees each month. Because of the Prime Minister's Local for Vocal program, these women can now earn a good income by making wooden toys in their spare time after doing housework.

### **Impact of Atmanirbhar Bharat Campaign on the Women's Status**

Women's roles in patriarchal India are limited to the domestic sphere. Women's self-reliance improves their self-esteem. Because of male dominance, women's ability to work and generate money was undervalued. As a result, only men are expected to earn a living in society. Women work hard at home but are not paid for it. Women are considered as second-class citizens in society because they are undervalued for their labor. They are unable to make decisions regarding their own lives.

As a result, there are two main effects: first, women become completely dependent on men, and second, they act subordinately in their own lives. The program coordinated by Atmanirbhar Bharat has eliminated societal discrimination against women. It improves women's status by allowing them to gain independence. Women are caring for their family while working. They are achieving financial freedom and are able to make choices about their lives.

As a result, women's authority is increasing. Economic freedom has allowed women to develop self-esteem and acknowledgment for their efforts. Their understanding of their financial interests is increasing. We may argue that women are becoming more self-sufficient in both the social and economic realms. Women's economic advancement will accelerate the nation's economic development.

#### **Atmanirbhar Bharat Campaign and Political activism of women**

Varanasi women have historically been politically apolitical. They voted at a lower rate than men. However, they engage in political campaigns and vote at nearly the same rates as males. Women say that government measures under self-reliance programmes are affecting their life.

Women benefited from several women-centric programmes implemented by the Uttar Pradesh government. As a result, they obtain immediate economic benefits and support for that political party.

As a result, women were more likely to vote for the administration in the 2022 legislative assembly election. Women took part in the political party's campaign.

Thus, we may conclude that a self-sufficient campaign improves women's social and economic standing while also mobilizing voters.

#### **Conclusion**

The Atmanirbhar Bharat Abhiyan will increase people's economic power. India's economy will thrive. However, without addressing gender disparities, this daring attempt may fail. The progress of the Indian economy is heavily reliant on women's financial inclusion. However, due to current societal norms and hurdles to equal participation in the Indian economy, women are battling for their rights. Because of the

Covid-19 epidemic, the gender gap has widened. The Prime Minister's COVID-19 pandemic statement emphasized a gender angle. Because of COVID-19, women were excluded from the talks of those affected. This project offered to give women with Jan Dhan accounts Rs 500 per month.

However, it was insufficient for women's survival. Indian women already work for free at home. They must also cover the costs of childcare. As a result, influential women-centric welfare policies and programs are required to enable women to participate in the economy. Although the Atmanirbhar Bharat goal must be met for the central government and the state of Uttar Pradesh to succeed, various women-focused programs have been undertaken. Women's higher incomes will raise supply and demand. The Indian economy will benefit from this. Beti Bachao Beti Padhao offers a variety of programs, including working women's dormitories, One Stop Centers, and Women Helplines. Women's empowerment is dependent on central government schemes such as Mahila Shakti and the Ujjawala Scheme, among others. Mission Shakti, School Chalo Abhiyaan, Government education support, Mahila Samarthya Yojana, Mukhyamantri Kanya Sumangala Scheme, and others are examples of women's empowerment projects. As a result, we believe that Atmanirbhar Bharat and Women complement each other. Women's empowerment will help to accomplish Atmanirbhar's vision.

The theoretical foundations of the Atmanirbhar Bharat system were evaluated, and concerns about the unique economic package were addressed. In this research, tweets from Twitter were utilized to explore both positive and negative sentiment. It is without a doubt one of the most practical strategies for strengthening the economy's five pillars: the economy, infrastructure, system, dynamic demography, and demand. It is a hierarchical progression with better job opportunities at the top, beginning with workers and farmers.

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